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Nationality                       Jordanian

Marital Status                   Married, 2 kids (16, 12 years)

# Tarek Madanat

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**Objective**                       To join an international hotel company in the capacity of General Manager with commercial experience or Regional role where I can lead a team to successfully achieve the goals with passion, commitment and dedication.

**Experience**                     July 2019 – Present                       Dukes The Palm, a Royal Hideaway Hotel, Dubai – UAE

**Hotel Manager i/c of S&M**

**Reporting to General Manager**

**Company Profile:**

Dukes The Palm, is a Royal Hideaway Hotel part of Barcelo Hotel Groups with unique complex of 279 Hotel Rooms & Suites and 287 Residences connected with sky bridge on 14<sup>th</sup> floor where the indoor pool is located, 800 meter private beach with an amazing leisure & kids facilities, award winning restaurants & bars. The Hotel design represents British charm with contemporary feel offering warm & cozy guest experiences. Hotel provides 7 meeting rooms with ballroom that can take up to 120 people.

**Key role highlights:**

- Supporting General Manager in all areas of hotel operation and financial performance
- Support GM role with Head Office & Hotel Owning Co.
- Fully in charge of the hotel in the absence of General Manager
- Managing hotel day to day operation and lead the EXCOM/HOD to deliver their respective department goals
- Fully accountable for hotel top line performance across all revenue streams
- Fully in charge of hotel budget & forecast
- Joint responsibility with GM regarding GOP/NOP performance
- Direct management of Sales, Marketing, Revenue & reservations
- Attending all hotel operational meetings and leading morning briefing
- Attend with GM all meetings with owners & present hotel monthly performance review
- Fully in charge of hotel budget, forecast & full hotel P&L preparations
- Support F&B Director to achieve the revenue goals including not limited to introducing new concept, promotions, etc.
- Overlooking FO/HK/ENG operation and making sure that they are running effectively to support smooth operation

- Support HR & Finance functions and get involved when needed
- Lead day to day operation to guest satisfaction
- Ensure the health & safety are adhered in all guest areas

**Achievements:**

- Successful transition into Barcelo since took over in March 2019
- Achieved 35% GOP in 2019 vs 34% in 2018, 23% NOP vs 20% LY
- Relaunch Commercial Strategy & hotel positioning that driven record numbers in Q4 2019 since opening
- Increased market share from all key wholesale accounts by 10%+
- Achieved 89.9% in guest satisfaction in 2019 with an increase of 3.7% vs LY despite construction work next to hotel
- Launched AI in Q4 2019 with additional AED1.8 million revenues
- Increased long stay segment by 100% in 2020 vs 2019
- Khyber Rest achieved ranking #2 among all Indian Restaurants in Dubai and #16 among all other restaurants on Trip Advisor
- Managed COVID-19 crises successfully with hotel that didn't close one day and received multiple awards from authorities for achieving highest level of hygiene and safety
- Managed COVID-19 crises successfully closing 2020 with positive NOP, 14% NOP, 29% GOP

June 2018 – June 2019                      Fairmont Hotels, Northern Emirates, UAE  
**Cluster Director of Sales & Marketing**  
**Reporting to respective General Managers & Regional DOS MEA**

**Company Profile:**

Fairmont Hotels in Northern Emirates represent two stunning resorts in Ajman (252 rooms) & Fujairah (180 rooms) located on prime locations with all Seaview rooms, unique dining experiences and exceptional Spa & leisure facilities complemented with luxury personalized services. Both resorts offers meeting & catering facilities for up to 300 guests.

**Achievements:**

- Finished 2018 No. 2 in RGI moving 1 ranking up in Ajman
- Finished 2018 No. 3 in RGI moving 1 ranking up in Fujairah
- Closed Ajman with 119 RGI with 6.9% growth
- Closed Fujairah with 93 RGI with 26% growth on 2<sup>nd</sup> year of operation
- 2019 YTD RGI growth in Ajman of 5% when destination is declining by 13%, YTD RGI growth in Fujairah of 3% when destination is declining by 16%
- Signed one contract for 16 million Dirhams over 3 years in Ajman
- Signed one contract for 7 million Dirhams for one year in 2 hotels
- 12% growth in whole segment in Ajman YOY
- 85% growth in wholesale segment in Fujairah YOY
- Team restructure to enhance efficiency & productivity
- Changing market mix bringing more diversity at lower risk
- Developed MICE/Groups Strategies creating year around base business supporting hotel RGI performance.
- Introducing new sales strategy that helped closing new deals / contracts supporting budget

June 2016 – Feb 2018

Jumeirah at Etihad Towers, Abu Dhabi, UAE

**Director of Sales & Marketing**

**Reporting to General Manager**

**Company Profile:**

Jumeirah is an iconic 5 Star Luxury Hotel located at the prestigious Etihad Towers in the heart of Abu Dhabi offering 382 rooms and 199 serviced apartments with the second largest conference facilities in the city catering to 1400 persons, hotel offers unique selection of 12 restaurants & bars.

**Achievements:**

- Finished 2017 & 2016 No. 3 in RGI moving 1 ranking up
- Team restructure to enhance efficiency & productivity
- Winning new key accounts, generated additional 3000 RN
- Developed MICE/Corporate Sales Strategies creating year around base business supporting hotel RGI performance.
- Change Serviced residence selling strategies introducing short term pricing targeting weekly & monthly business which increased occupancy by 11% YTD

April 2014 – March 2016

IHG Hotels, Jordan

**Area Director of Sales & Marketing, Jordan**

**Reporting to Regional GM Jordan & Commercial Director MEA**

**Company Profile:**

IHG Hotels in Jordan represent 7 ideally located hotels providing unique combination of business & leisure facilities. InterContinental Jordan (440 Room – City Hotel), InterContinental Aqaba (255 Rooms – City Beach Hotel with business facilities/MICE), Crowne Plaza Amman (279 Rooms – City Business Hotel), Crowne Plaza Resort Dead Sea (420 Rooms - Resort with MICE facilities), Holiday Inn Resort Dead Sea (202 Rooms – Resort with meeting facilities), Holiday Inn Amman (200 Rooms – City Hotel) and Crowne Plaza Petra (150 Rooms – Leisure Hotel at one of the world seven wonders locations - Petra)

**Achievements:**

- Finished 2015 No. 1 in RGI for Amman, Aqaba & Petra destinations
- Finished 2014 No. 2 in RGI for both Amman & Aqaba destinations as budgeted and No. 3 in Dead Sea meeting top line budget. All hotels moved up 1 position in RGI vs. previous year
- Achieved forecasted revenues for all hotels yet we have faced challenging years considering the impact of political & security situation in region affecting business demand levels in Jordan
- Closed 2014 with the range of 4-6% above 2013
- Successfully restructured the team & department setting new standards & applying new strategies
- Developed MICE segment in Dead Sea & changing segments mix bringing more balance to each hotel performance minimizing risk.
- Grew ADR by 7% in Amman vs. LY, 11% in Dead Sea & 9% in
- Launched successful seasonal promotions to local market generated 3000-5000 additional room nights to each hotel

July 2012 – April 2014

Kempinski Hotels, Jordan

**Area Director of Sales & Marketing, Jordan**

**Reporting to Area Director Jordan & Regional Director of Sales IMEA**

**Company Profile:**

Kempinski Hotels in Jordan represent 3 ideally located hotels providing unique combination of business & leisure facilities. Kempinski Hotel Amman (278 Rooms – City Business Hotel), Kempinski Hotel Ishtar Dead Sea (345 Rooms Resort with MICE facilities) and Kempinski Hotel Aqaba (200 Rooms – City Beach Hotel with business facilities).

**Achievements:**

- Finished 2012 & 2013 No. 1 in both ARI & RGI for all hotels
- Achieved forecasted revenues for all hotels yet we have faced challenging years considering the impact of political & security situation in region affecting business demand levels in Jordan
- Improved forecast accuracy from high variances down to around 5%
- Successfully restructured the team & department setting new standards & applying new strategies
- Grew ADR by 9% in Dead Sea, 4% in Aqaba & 5% in Amman
- Improved the leads conversion rate by 27%

July 2009 – July 2012

The InterContinental\*\*\*\*\* Amman, Jordan

**Director of Sales & Marketing**

**Reporting to General Manager**

**Company Profile:**

The InterContinental Jordan is the first 5 Star Hotel in Amman and the largest hotel in Jordan providing 440 rooms, the largest conference facilities and well reputed selection of restaurants. Hotel is ideally located in the heart of the city.

**Achievements:**

- Finished 2011 #1 in both TORE and GOP value figures vs. comp-set
- Finished 2011 with 9.5% growth in rooms revenue vs. 2010
- Maintained #2 in ARI/ RGI '11 with 440 rooms inventory vs 267 in '10
- 15.6% growth in rooms revenue in 2010 vs. 2009
- Developed Leisure Segment FIT/Groups contributing to business mix with 14% in 2011 vs. 8.8% in 2009

Aug 2007 – June 2009

The Ritz-Carlton \*\*\*\*\* Doha, Qatar

**Director of Sales**

**Reporting to Director of Sales & Marketing**

**Company Profile:**

The Ritz-Carlton, Doha is 374 rooms built on its own man-made island, providing unique combination of business & leisure facilities. The hotel has been awarded the BEST HOTEL in Middle East in 2006

**Achievements:**

- Overachieving rooms revenue budget in 2008 by 17%
- Leading the competition set with the highest growth in RevPar in 2008 vs. 2007 with QAR 241 increase
- Increased accounts base from 245 to 320
- 6% increase on suites occupancy YTD vs. LY
- 134% occupancy YTD for the clubs vs. 90% LY

Jun 2006 – Aug 2007

The Ritz-Carlton \*\*\*\*\* Doha, Qatar

## **Dir. of Business Travel    Reporting to Director of Sales & Marketing**

### Achievements:

- Putting new sales strategy for 2007 which helped the rooms revenue to grow by 11% comparing to 2006 and occupancy increased by 6% and moved to 2<sup>nd</sup> in RevPar
- Developed the GCC market in corporate/travel which was ignored for 2 years and managed to grow it and bring new additional revenue worth of nearly 1 million USD.
- Managed to sign new corporate agreements with 3 new key accounts with production over 3600 room nights per year.

Dec 2004–June 2006                      JA Resorts & Hotels \*\*\*\*\*    Dubai, UAE  
**Cluster Senior Sales Manager    Reporting to Director of Sales**

May 2002– Dec 2004                      JA Resorts & Hotels \*\*\*\*\*    Dubai, UAE  
**Cluster Sales Manager              Reporting to Assist Director of Sales**

May 2001 – May 2002    Armed Forces Officers Club \*\*\*\*\*    Abu Dhabi, UAE  
**Sales Executive, sales in charge reporting to Deputy Director General**

June 1998 – Feb 2001                      Dunes Club                                  Amman, Jordan  
**Front of House Supervisor, reporting to the Director of Member Relations**

### **Education**

- 1990–1991                      Rome Catholic High School                      Jordan
- High School
- 1992–1993                      American University of Cairo                      KSA
- Certificate in Computer Science.
- 1993–1994    Thomson Education                                  USA
- Diploma of Hotel Management & Restaurants
- 1994–1997    Amman Private University                                  Jordan
- Three of Years & half of Business Administration

### **Training Courses**

- "Essential Sales Leadership" by Signatures, Ajman 2014
- "Sales Leadership" by IHG, Dubai 2009
- "Accelerated Leadership Development" by IHG, Amman 2009
- Great Leaders, Great Teams, Great Results by Franklin Covey, Doha 2008
- Attending the Financial Performance Fundamentals, Doha 2008
- "Sales Excellence Program" by The Ritz-Carlton Corporate training program 2006, Dubai

### **Skills & Abilities**

- Fast learner, self-motivated, decision maker
- Strong Leadership Skills, Analytical & logical thinking
- Presentation skills, Negotiations skills.
- Excellent communications skills
- Identifying problems and providing solutions